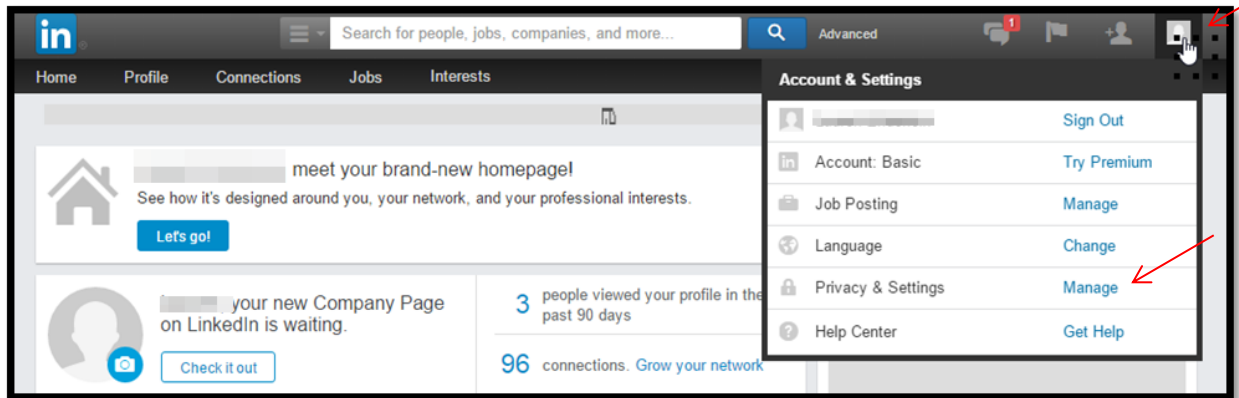


LinkedIn

LinkedIn has been designed for professional networking, recruiting, and job searching. This handout has been designed and recommendations are geared to help you properly lock the profile down completely.

Please feel free to alter your profile to your specific goals/needs.

After logging into your account, click the photo icon in the top right corner, Click “Manage” next to Privacy & Settings.



Under **Basics**, you have a variety of settings:

Basics

Email addresses

Change

Add or remove email addresses on your account

1 email address

Phone numbers

Change

Add a phone number in case you have trouble signing in

0 phone numbers

Change password

Change

Choose a unique password to protect your account

Language

Change

Select the language you use on LinkedIn

English

Name, location, and industry

Change

Choose how your name and other profile fields appear to other members

Where you're signed in

Change

See your active sessions, and sign out if you'd like

1 active session

Auto-play videos

Change

Choose if you want videos in your feed to auto-play

No

Showing profile photos

Change

Choose whether to show or hide profile photos of other members

Only you

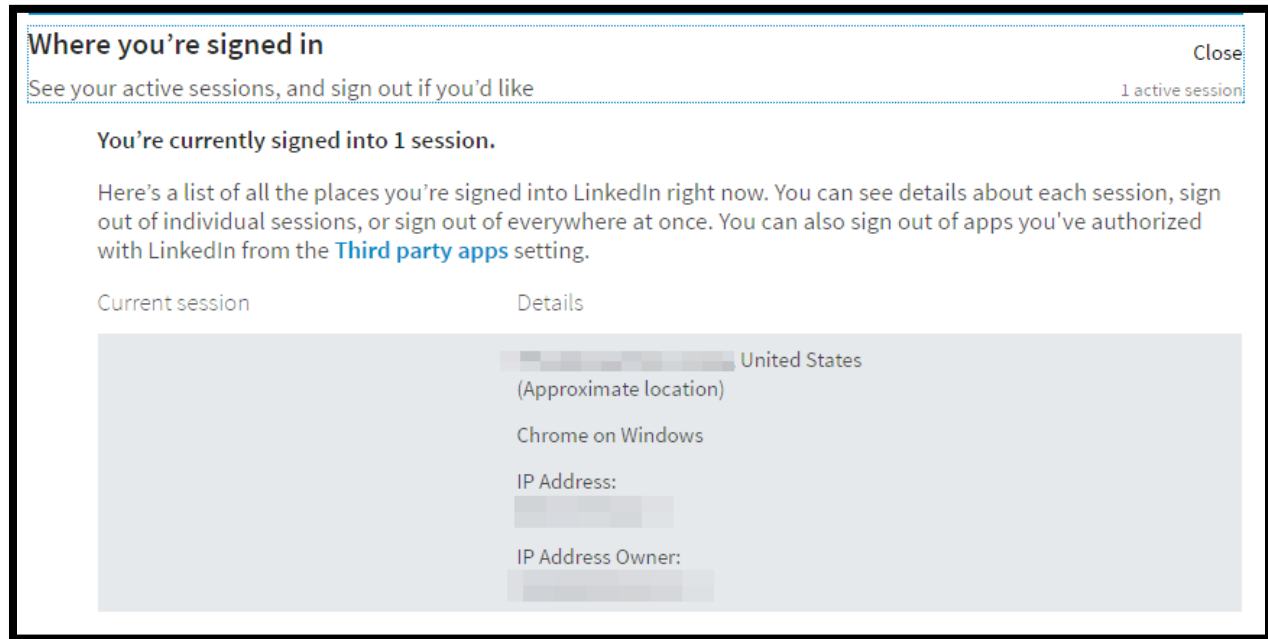
Getting an archive of your data

Change

Download an archive of your account data, posts, connections, and more

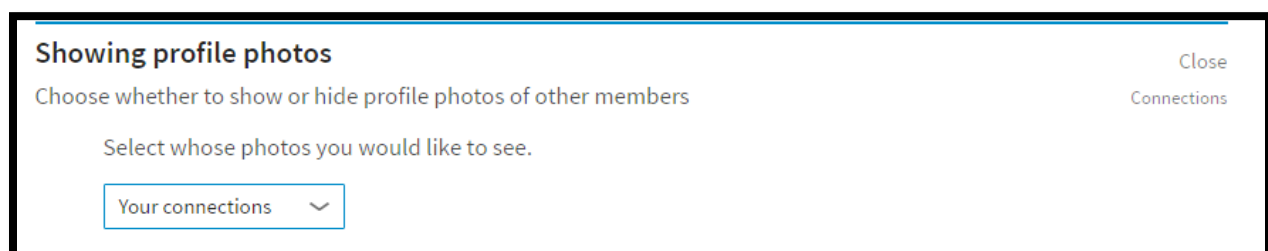
- Email Addresses: Here, you can add or remove email addresses from your account
- Phone Numbers: It is recommended that you do not associate your phone number with your account.
- Change Password: Manage your password
- Language: Select your language preferences
- Name, location, and industry: choose how your name and other information appears on your page
- Where You're signed in: See below
- Auto-play videos: Here, you can disable the video auto-play features.
- Showing profile photos: See below
- Getting an archive of your data: See below

Where You're Signed In



- Under “Where you’re signed in”, you can see your active sessions and sign out. Select close and enter your password to close the active session you wish to remove.

Showing Profile Pictures



- Under “Showing profile photos”, you can edit who can see your profile photos. It is recommended that you select “Your Connections” or “No One”.

Request Your Data Archive

Request your data archive

Download your LinkedIn data


Did you know you can request an archive of your activity and data on LinkedIn anytime?

Within minutes, you'll get the archived information that's fastest to compile including things like your messages, connections and imported contacts. We'll send you an email with a link where you can download it right away.

You'll get an email with a link where you can download the second part of your data archive in about 24 hours. You'll also be able to access your archive by going to your settings, selecting the Account tab, and clicking **Request an archive of your data**. Want more details? Just visit [our Help Center](#).

Here's what's included

Your data archive will contain the information LinkedIn has stored for you including your activity and account history, from who invited you to join, to the time of your latest login. For the full list, [visit our Help Center](#).



Request archive

- Under “Request your data archive”, you can Download your LinkedIn data, including your activity, account history, etc.

Third Parties

Under the “Basics” menu, you will find the “Third Parties” Menu.

Third parties

Third party apps

View apps you've authorized and manage data sharing

Twitter settings

Manage your Twitter info and activity on your LinkedIn account

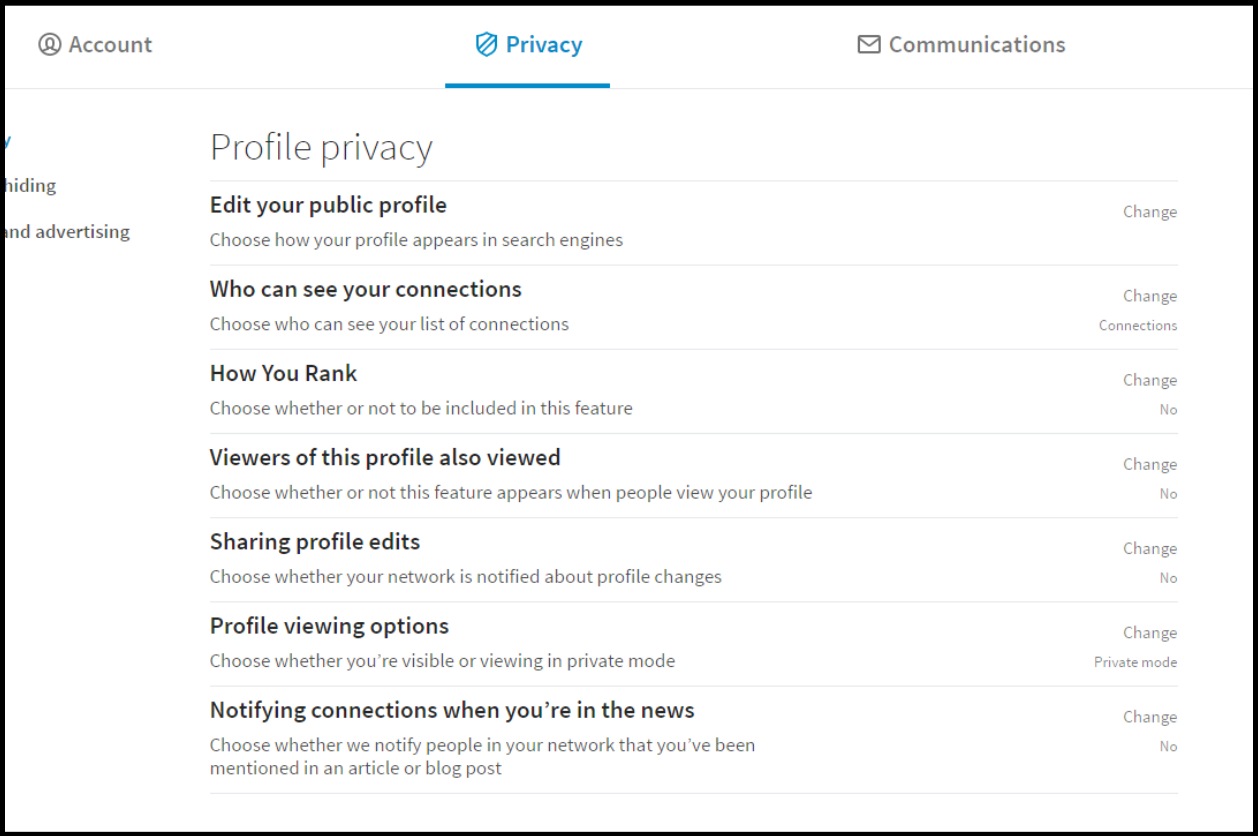
WeChat settings

Link, remove, and control visibility of your WeChat account

- Third Party Apps: Here, you can view apps you have authorized to utilize your LinkedIn data. It is recommended that you do not allow any Third party apps to have access to your data
- Twitter/WeChat Settings: Here, you can manage your Twitter or WeChat account. It is recommended that you do not link these accounts to your LinkedIn.

Privacy Menu

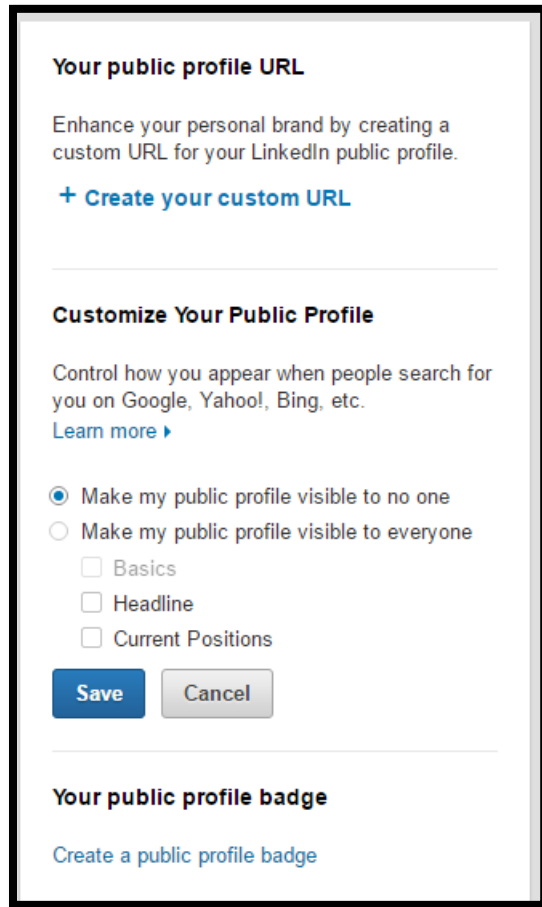
Under the Privacy Menu, there are a variety of settings:



The screenshot shows the Facebook Privacy settings interface. At the top, there are three tabs: 'Account' (with a person icon), 'Privacy' (with a shield icon and a blue underline), and 'Communications' (with an envelope icon). The main content area is titled 'Profile privacy'. On the left side, there is a partial view of a sidebar menu with items like 'hiding' and 'and advertising'. The main content area lists several settings, each with a title, a description, and a 'Change' link. The settings are: 'Edit your public profile' (Choose how your profile appears in search engines), 'Who can see your connections' (Choose who can see your list of connections), 'How You Rank' (Choose whether or not to be included in this feature), 'Viewers of this profile also viewed' (Choose whether or not this feature appears when people view your profile), 'Sharing profile edits' (Choose whether your network is notified about profile changes), 'Profile viewing options' (Choose whether you're visible or viewing in private mode), and 'Notifying connections when you're in the news' (Choose whether we notify people in your network that you've been mentioned in an article or blog post).

Setting	Description	Action
Edit your public profile	Choose how your profile appears in search engines	Change
Who can see your connections	Choose who can see your list of connections	Change Connections
How You Rank	Choose whether or not to be included in this feature	Change No
Viewers of this profile also viewed	Choose whether or not this feature appears when people view your profile	Change No
Sharing profile edits	Choose whether your network is notified about profile changes	Change No
Profile viewing options	Choose whether you're visible or viewing in private mode	Change Private mode
Notifying connections when you're in the news	Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change No

Edit your public profile



The screenshot shows the LinkedIn 'Edit your public profile' page. It is divided into three main sections. The first section, 'Your public profile URL', explains that creating a custom URL enhances one's personal brand and provides a '+ Create your custom URL' link. The second section, 'Customize Your Public Profile', explains that users can control how they appear in search engines and offers a 'Learn more' link. It contains two radio button options: 'Make my public profile visible to no one' (which is selected) and 'Make my public profile visible to everyone'. Under the second option, there are three checkboxes for 'Basics', 'Headline', and 'Current Positions'. At the bottom of this section are 'Save' and 'Cancel' buttons. The third section, 'Your public profile badge', includes a link to 'Create a public profile badge'.

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[+ Create your custom URL](#)

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more ▶](#)

☒ Make my public profile visible to no one

☐ Make my public profile visible to everyone

☐ Basics

☐ Headline

☐ Current Positions

[Save](#) [Cancel](#)

Your public profile badge

[Create a public profile badge](#)

- Under public profile, you can create a custom URL. It is recommended that if you create a custom URL, do not use your name or any information relevant to you (frequent usernames, etc), but a random string of letters and numbers.
- Under “Customize Your Public Profile”, you can select how your public profile appears in Search Engines. It is recommended that you select “Make my public profile visible to no one”. If, however, you prefer, you can select “Make my public profile visible to everyone” and provide only the Basics and/or headline information.
- Your public profile badge: here, you can select how you want your “View My Profile” button to look.

Who can see your connections

Who can see your connections

Choose who can see your list of connections

People will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out)

Your connections ▾

- Here, you can decide who you want to have access to your connections. It is your preference if you select Only You or Your connections.

How You Rank

How You Rank

Choose whether or not to be included in this feature

How You Rank shows how you compare to your connections and colleagues in terms of profile views. If you turn this feature off, others won't see you or your standings in their How You Rank page. You also won't see your own rank or get tips on improving your visibility.

No ☐

- Here, you can choose to turn off a feature showing your ranking amongst your connections and colleagues. It is recommended that you turn this feature off.

Viewers of this profile also viewed

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Should we display “Viewers of this profile also viewed” box on your Profile page?

No ☐

- This features allows you to turn off the “Viewers of this page also viewed” box on your page. It is recommended that you turn this feature off.

Sharing Profile Edits

Sharing profile edits

Choose whether your network is notified about profile changes

Should we let people know when you change your profile, make recommendations, or follow companies?

No ☐

- This features allows you to choose whether your network is notified when you make changes to your profile. It is recommended that you turn this feature off.


Profile Viewing Options

Profile viewing options


Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile


Your name and headline

☐  Emma Washington
Fashion Consultant
New York, New York

Private profile characteristics

☐  Fashion Designer in the Luxury Goods & Jewelry industry from Greater New York City Area

Private mode

☒  Anonymous LinkedIn Member

- Here, you can choose whether you're visible or anonymous when you view someone else's profile. It is recommended that you select "Private Mode: Anonymous LinkedIn Member."

Notifying connections when you're in the news

Notifying connections when you're in the news

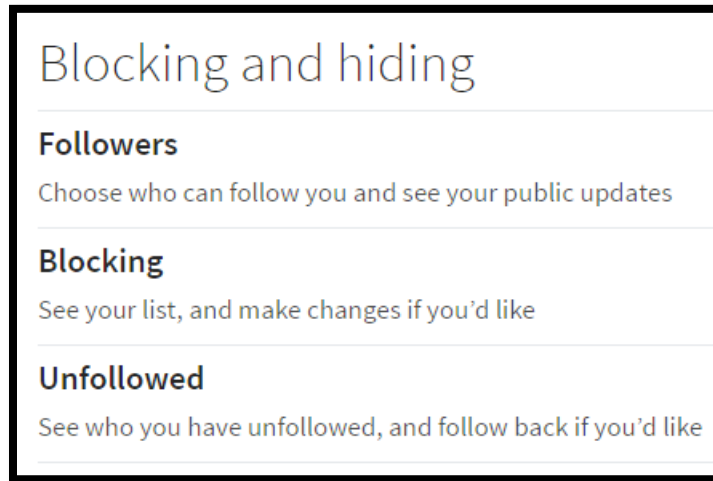
Choose whether we notify people in your network that you've been mentioned in an article or blog post

Want to let your connections and followers know when you're mentioned in the news?

No ☐

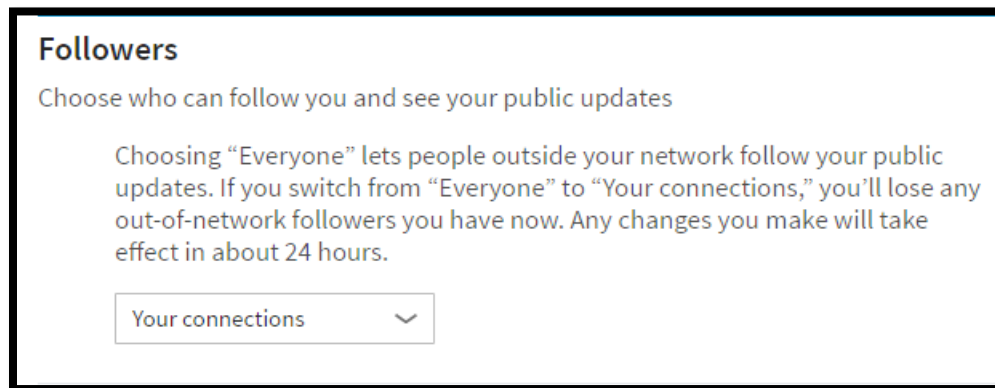
- This features allows you choose if your connections are notified when you are mentioned in an article or blog post. It is recommended that you turn this feature off.

Blocking and Hiding



- Followers: See Below
- Blocking: Here, you can manage users you have blocked
- Unfollowed: Here, you can manage users you have unfollowed.

Followers



- Here, you can choose who can follow you and see your public updates. It is recommended you select "Your connections"

Data Privacy and Advertising

Under Data privacy and advertising, you can manage:

Data privacy and advertising

Suggesting you as a connection based on your email address

Choose who can see you as a suggested connection if they have your email address

Suggesting you as a connection based on your phone number

Choose who can see you as a suggested connection if they have your phone number

Representing your organization

Choose if we can show your profile information on your employer's pages

Sharing data with third parties

Choose if we can share your basic profile data with third parties

Advertising preferences

Choose whether LinkedIn can use cookies to personalize ads

Suggesting You as a Connection Based on Your Email Address

Suggesting you as a connection based on your email address

Close

Choose who can see you as a suggested connection if they have your email address

Nobody

Nobody

People can upload their contacts to LinkedIn to discover potential connections. If someone has your email address in their contacts, we may suggest they invite you to connect – it's your choice whether or not to accept.

- Here, you can choose who can see you as a suggested connection if they have your email address. If someone has uploaded their contacts to LinkedIn and has your email address, LinkedIn may suggest they invite you to connect. It is recommended you select Nobody.

Suggesting you as a connection based on your Phone Number

Suggesting you as a connection based on your phone number

Close

Choose who can see you as a suggested connection if they have your phone number

Nobody

▼

People can upload their contacts to LinkedIn to discover potential connections. If someone has your phone number in their contacts, we may suggest they invite you to connect – it's your choice whether or not to accept.

- Here, you can choose who can see you as a suggested connection if they have your phone number. If someone has uploaded their contacts to LinkedIn and has your phone number, LinkedIn may suggest they invite you to connect. It is recommended you select Nobody.

Representing your organization

Representing your organization

Choose if we can show your profile information on your employer's pages

Hide my picture and profile information from showing up in this section of a job detail page?

Yes ☒

- Here, you can choose if LinkedIn can display your profile information on your employer's page. It is recommended that you select "yes" to keep your profile hidden.

Sharing data with third parties

Sharing data with third parties

Choose if we can share your basic profile data with third parties

Should we share your basic profile and contact information with third party applications?

No ☐

Should we allow your contact information to be shared with trusted third party platforms?

No ☐

- Here, you can choose if LinkedIn is allowed to share your profile information and contact information with third party applications. It is recommended you select “No” for both options.

Advertising Preferences

Advertising preferences

Choose whether LinkedIn can use cookies to personalize ads

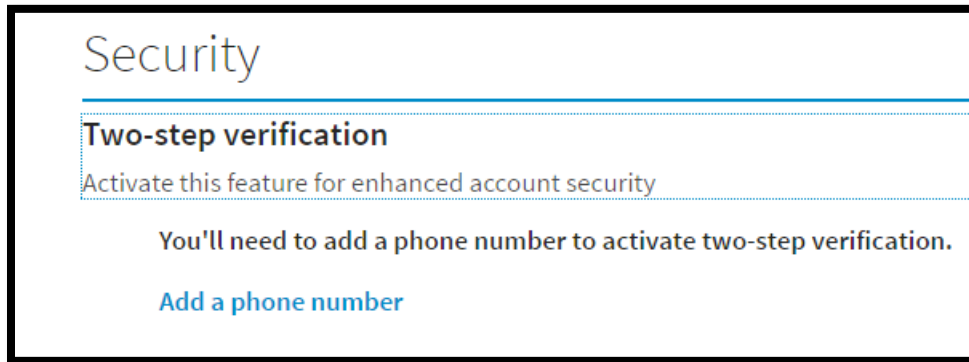
LinkedIn may use cookies and similar technologies on third party sites to understand my browsing interests and target ads and personalize services accordingly. [Learn more.](#)

Note: Your changes to this setting may take 24 hours to become effective.

No ☐

- This feature allows you to choose whether LinkedIn can use cookies from third party sites to personalize your ads. It is recommended that you select “No”.

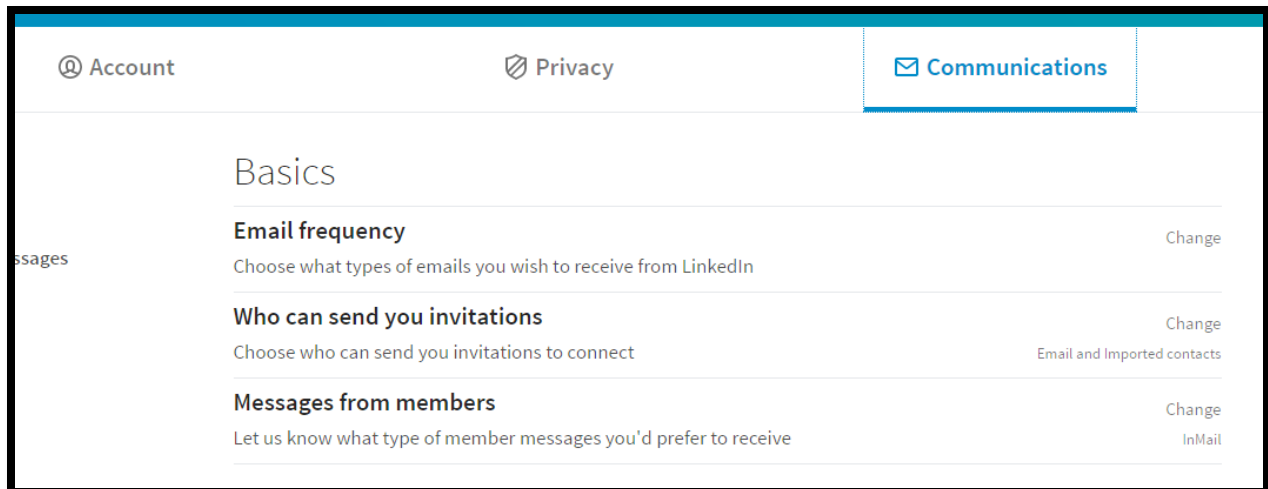
Security



- Under “Security”, you can choose to activate two-step verification. It is recommended that you do not associate your phone number with your account.

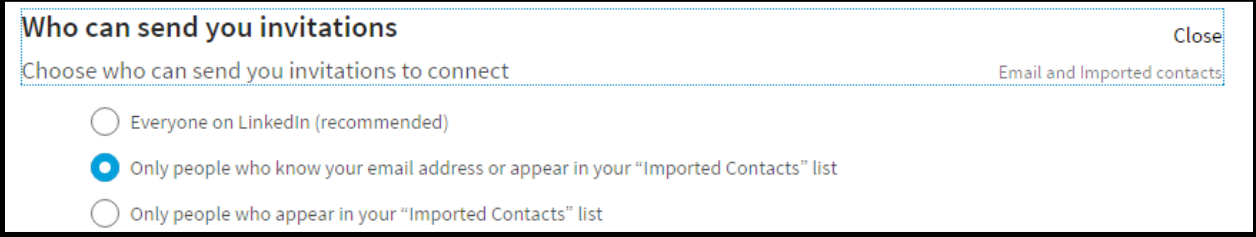
Communications Menu

Under Communications: Basics are the following:



- Email frequency: Here, you can alter the type and frequency of the emails you receive from LinkedIn.

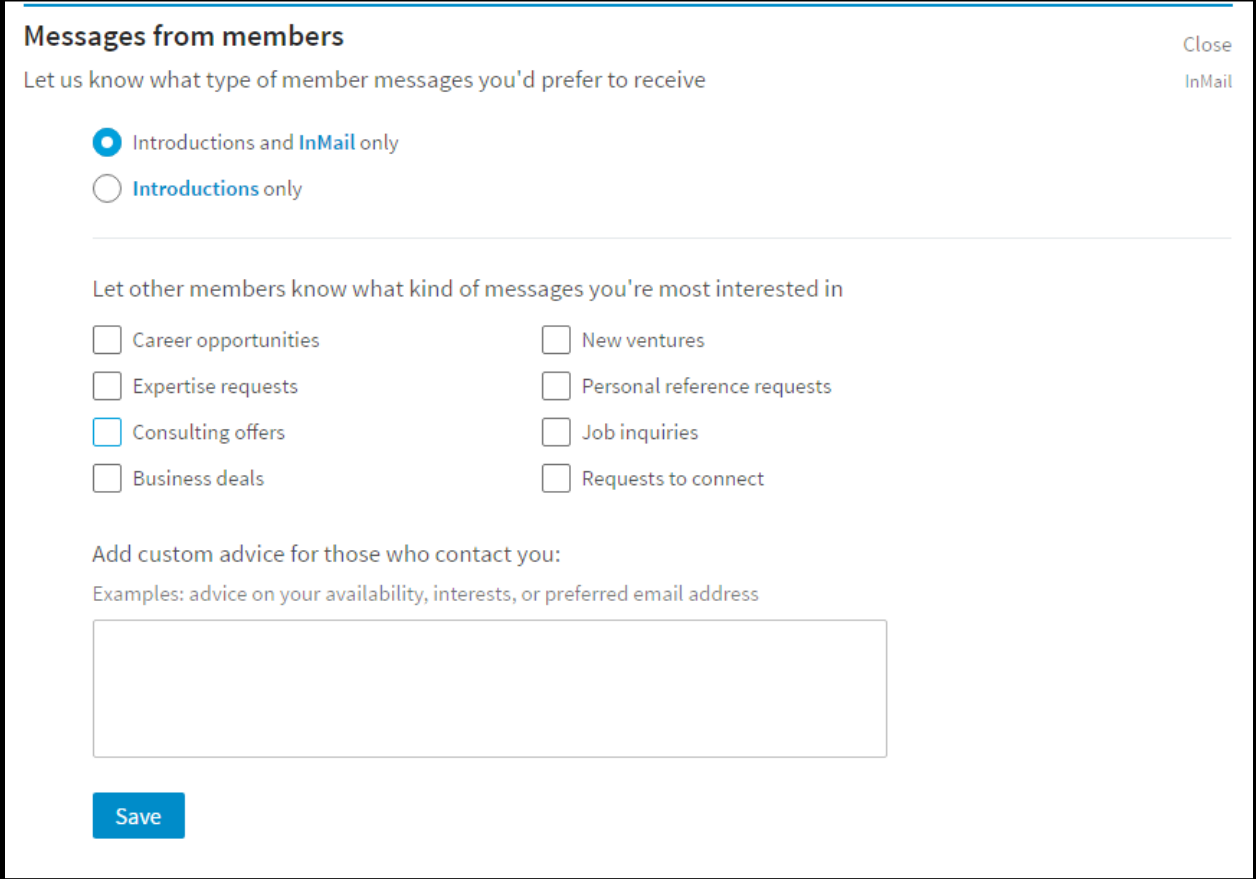
Who can send you invitations



The screenshot shows a dialog box titled "Who can send you invitations" with a "Close" button in the top right corner. Below the title is the instruction "Choose who can send you invitations to connect" and a link "Email and Imported contacts". There are three radio button options: "Everyone on LinkedIn (recommended)", "Only people who know your email address or appear in your 'Imported Contacts' list" (which is selected), and "Only people who appear in your 'Imported Contacts' list".

- Here, you can choose who can send you connection invitations. It is recommended that you select "Only people who know your Imported Contacts" list. It is also recommended that you do not import your contacts list to your LinkedIn.

Messages from members



The screenshot shows the "Messages from members" settings page. At the top, it says "Let us know what type of member messages you'd prefer to receive" with a "Close" button and a link "InMail". There are two radio button options: "Introductions and InMail only" (selected) and "Introductions only". Below this is a section titled "Let other members know what kind of messages you're most interested in" with eight checkboxes: "Career opportunities", "Expertise requests", "Consulting offers", "Business deals", "New ventures", "Personal reference requests", "Job inquiries", and "Requests to connect". The "Consulting offers" checkbox is checked. At the bottom, there is a section titled "Add custom advice for those who contact you:" with the text "Examples: advice on your availability, interests, or preferred email address" and a large text input field. A "Save" button is at the bottom left.

- Here, you can select what types of messages you prefer to receive. You can also choose to advertise what types of messages you wish to receive.

Groups

Groups

Group invitations

Choose whether you want to receive invitations to join groups

Change
Yes

Group notifications

Choose whether we notify your network when you join a group

Change
No

- Group Invitations: Here, you can choose whether you want to receive group invitations.
- Group notifications: Here, you can choose whether your network is notified when you join a group. It is recommended that you select no.

LinkedIn Messages

LinkedIn messages

Participate in research

Choose whether you'd like to receive invitations to participate in research on LinkedIn

Change
No

Partner InMail

Choose if LinkedIn partners can send you InMail

Change
No

Participate in research

Participate in research

Choose whether you'd like to receive invitations to participate in research on LinkedIn

Close
No

LinkedIn periodically invites users to participate in market research studies. Users are identified based on non-personal information such as title, company size or region. Participation is 100% voluntary and personal information is not revealed. Would you like to receive invitations to participate in online research studies?

No ☐

- Here, you can choose if you'd like to receive invitations to participate in research. It is recommended that you select No.

Partner InMail

Choose if LinkedIn partners can send you InMail

LinkedIn Sponsored InMails are messages from our partners with informational or promotional content that is part of a marketing or hiring campaign. These Sponsored InMails are sent to LinkedIn users based on non-personal information, such as the title of your current position, your primary industry, or your region, and are not from individual recruiters using LinkedIn. Your name and e-mail address will not be disclosed to LinkedIn's marketing partners.

LinkedIn's marketing partners may send you informational and promotional messages.

No ☐

LinkedIn's hiring campaign partners may send you informational and promotional messages.

No ☐

- Here, you can choose if you want LinkedIn's marketing partners to send you messages or promotional messages. It is recommended that you select No for both options.